

information products and services

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September 30, 1965

Mr. T. H. Nelson Systems Counsul
Box 1546
Poughkeepsie, New York 12603

Dear Mr. Nelson:

Enclosed and in the following paragraphs you will find the material and information you requested in your recent inquiry about AUERBACH Standard EDP Reports. We are pleased to offer you this information.

AUERBACH Standard EDP Reports is an analytical computer reference service composed of an eight-volume encyclopedic set with regularly published supplements. The service covers computer system characteristics and performance as well as related technology. It is designed to present a comprehensive and complete analysis of each computer system and will serve as a tool with which to conduct continuous evaluations of system efficiency as well as to continuously evaluate the problems and costs of system conversion. The enclosed brochure describes this valuable and timely service and includes a number of sample pages and a Table of Contents selected from a recent supplement.

A new subscription to AUERBACH Standard EDP Reports entitles the purchaser to the eight-volume encyclopedic set containing all of the analytical materials published prior to the month of subscription and one year's updating service through supplements, commencing with the month of entry and acceptance of the order, for the price of \$900.00. Additional years of updating service through regularly published supplements are available at \$695.00 per year. All prices are net, U.S. currency. Shipping charges are applicable to all overseas destinations.

We hope that you will find our product of interest to your organization and that you will become a subscriber to this unique analytical EDP reference service. If you require any additional information or clarification, please do not hesitate to call upon me.

Very truly yours,

AUERBACH INFO, INC.



R. G. Scott
Director of Customer Relations

RGS:mc

Enclosures



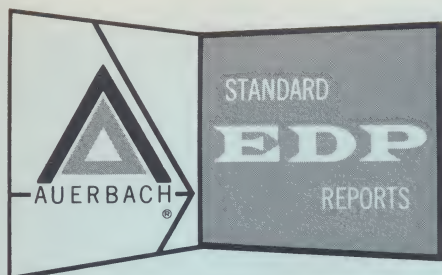
your

guide to

Increased Efficiency

in Electronic Data Processing





what it is...and why...

AUERBACH Standard EDP Reports is a unique, multi-volume analytical reference service that brings you the data and evaluations you need to improve the operation of business and scientific computer systems—and keeps you informed about new developments through regular supplements.

AUERBACH Standard EDP Reports is the only computer information service that provides:

- *User-oriented evaluations* . . . through critical analyses of relative strengths and weaknesses and standardized, easily-interpreted measures of performance.
- *Meaningful comparisons* . . . through standardized report formats and definitions.
- *Comprehensive coverage* . . . through regular supplements which describe and analyze the latest developments in the field.
- *A high level of accuracy* . . . through preparation by a staff of experts and prepublication checks by the equipment manufacturers.

An EDP system is an extremely powerful but expensive tool for processing business data or performing scientific calculations. Management is in-

vesting large amounts of money in EDP and should expect the maximum return. But computer technology is characterized by a never-ending procession of product improvements and new developments. In this constantly changing atmosphere, it is extremely difficult to rate the relative performance and value of the available equipment, programs, and techniques.

Few individual organizations can afford a staff of qualified analysts to keep abreast of this dynamic technology. *AUERBACH Standard EDP Reports* has been expressly designed to help you make better decisions and get more value from EDP expenditures by providing the facts and performance ratings you need.

Objective evaluation by a staff of experienced analysts, often aided by advance information from the computer manufacturers, enables *AUERBACH Standard EDP Reports* to present the most timely and comprehensive independent appraisals of EDP systems and techniques available today. Detailed analyses of new developments are published long before the first deliveries are made, and the reports on existing systems are updated regularly to reflect the latest improvements and the experience of users.

COMPUTER SYSTEM REPORTS

At the heart of *AUERBACH Standard EDP Reports* are the detailed technical reports covering individual digital computer systems. Each Computer System Report averages over 50 pages in length and provides information about more than 1,000 significant factors. The standardized report format and easy-to-use numbering system provide quick references and facilitate comparisons. Each Computer System Report describes and analyzes:

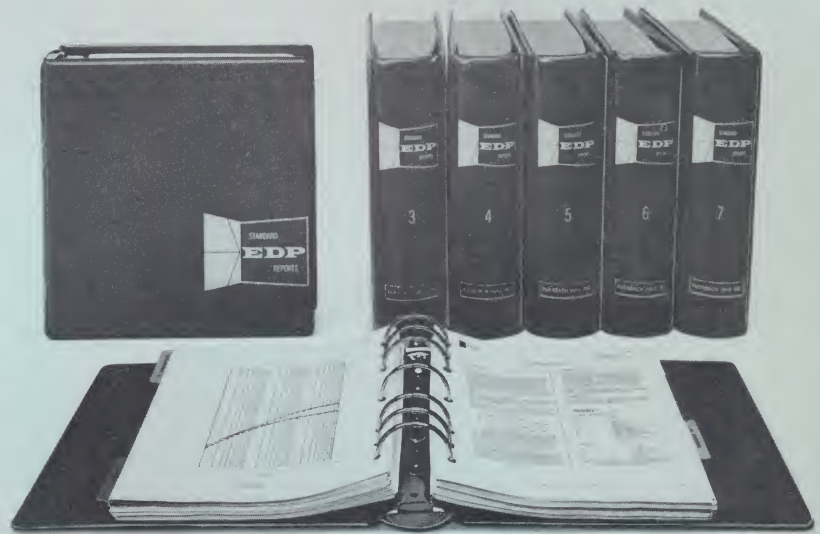
- *Equipment* . . . performance, features, limitations, and prices of the central processor and all peripheral devices.
- *Simultaneous Operations* . . . precise rules showing which combinations of peripheral devices can operate simultaneously.
- *Software* . . . characteristics, features, configuration requirements, and performance of each assembler, compiler, operating system, and utility routine.
- *System Performance* . . . curves showing the performance of typical equipment configurations on several standardized "benchmark" problems that are representative of computer workloads in both business and scientific applications.

OTHER MATERIAL

To back up the Computer System Reports and meet your other EDP information needs, *AUERBACH Standard EDP Reports* also provides:

- *Comparison Charts* . . . summarize and compare key data on equipment, performance, and costs.
- *Special Reports* . . . provide facts and guidelines on such important topics as systems analysis techniques, optical character recognition, decision tables, and random access storage.
- *An Index* . . . facilitates quick references to all the information about any device, program, or concept.
- *A Glossary* . . . defines the precise meaning of each technical term as used in the reports.
- *The Users' Guide* . . . explains the basis and significance of each numbered entry in the Computer System Reports and serves as a valuable checklist for computer system evaluations.
- *Regular Supplements* . . . provide prompt coverage of all significant developments and trends in the EDP field by adding new material to the service and keeping the existing material comprehensive and up to date.

continuing analyses of computer systems



what it will do for you...

The facts and evaluations contained in this comprehensive reference service will help you:

- Select the new system that will most effectively meet your needs and minimize conversion costs.

- Evaluate proposals from EDP equipment manufacturers.

- Process more data with existing equipment.

- Decrease programming costs.

- Justify proposed EDP expenditures.

- Decide when it is time to "trade up" to a new computer system.

- Process present workloads with simplified, less expensive equipment configurations.

- Keep up to date on new developments in EDP equipment and techniques.

- Plan EDP systems and procedures.

- Monitor the efficiency of EDP operations.

AUERBACH Standard EDP Reports is enthusiastically accepted as a principal source of authoritative technical information by nearly all of the major computer manufacturers and consulting firms. Computer users in ever-increasing numbers are discovering how this unique service helps cut costs and increase throughput. Numerous subscribers report that *AUERBACH Standard EDP Reports* provides exactly the information they need and saves many times its price.

A one-year subscription to *AUERBACH Standard EDP Reports* costs less than one man-month of a systems analyst's time—and it can free *all* your analysts from the frustrating, time-consuming task of collecting, correlating, and analyzing EDP equipment data from diverse sources.

By placing all the pertinent information at their fingertips, *AUERBACH Standard EDP Reports* lets your analysts concentrate on performing the analytical work for which they were trained and employed. The result: more job satisfaction for your analysts and more efficient, creative solutions to your data processing problems.

The material in the pocket of this folder will give you a clearer picture of *AUERBACH Standard EDP Reports*. Included are a summary of the current contents, some pages which are representative of the material our subscribers received in recent supplements, and information on prices and terms. For any further information you may need, please write or phone the publisher.



about AUERBACH Corporation...

AUERBACH Corporation is a systems-design/consulting organization whose area of specialty is information technology—a synthesis of disciplines for the more efficient collection, processing, storage, retrieval, dissemination, and use of information. All of its systems-design and consulting work is aimed at one objective: to improve, either directly or indirectly, the use of information as an operational and management resource.

To achieve this objective, the company offers a combination of capabilities in computer technology, systems engineering, management theory, learning theory, predictive mathematics, and information storage and retrieval. These capabilities have been applied in:

- Command and Control Systems
- Real-Time Systems
- Time-Shared Computer Systems
- Communications Systems
- Systems Reliability and Effectiveness
- Computer Language Development
- Computer Programming
- Integrated Data-Processing Systems
- Planning-Factors Studies
- Industrial Product and Market Planning
- Information-Storage-and-Retrieval Systems
- Equipment Analysis
- Scientific and Technical Literature Research

AUERBACH Standard EDP Reports is published by AUERBACH Info, Inc., a wholly owned subsidiary of AUERBACH Corporation. For more information, write:

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April 1965

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NEW MATERIAL
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Enclosed is the April supplement for your AUERBACH Standard EDP Reports. Featured in this month's supplement is a comprehensive, 222-page analysis of the new Honeywell Series 200, a line of five program-compatible central processors with a wide variety of peripheral equipment and supporting software. This detailed analysis replaces the timely Advance Report on the Series 200 which you received in the February supplement. As a result of extensive research and evaluation by our editorial staff, with Honeywell's cooperation, this report contains a large amount of information that is not now available in any other published form.

The new Series 200 is based upon the Honeywell 200, which has already captured a significant portion of the 1401 replacement market, and the Honeywell 2200, which was announced in 1964 and is due for delivery late in 1965. Three new central processor models and a number of new peripheral devices complement the previously-announced equipment to form an integrated product line that makes Honeywell directly competitive with most models of the IBM System/360 and with the entire GE-400 Series and RCA Spectra 70 lines.

In order to emphasize both the similarities and differences among the various Series 200 models, this analysis is organized in the same format as our analyses of the IBM System/360 and other computer families. The Series 200 analysis consists of:

- A general Computer System Report (behind tab 510) that describes and evaluates the concepts, hardware, and software which are common to all (or most) of the Series 200 models.
- Individual subreports (behind tabs 511 through 516) that analyze the individual characteristics, pricing, and performance of each of the five processor models and systems based upon them.

The general report begins with an Introduction that summarizes the characteristics, features, limitations, and compatibility relationships of the Series 200 line. This is followed by individual report sections describing each item of peripheral equipment and software. Particular emphasis has been placed upon the vitally important subject of compatibility. A newly-designed Compatibility section (510:131) describes and compares the two methods available for converting IBM 1400 Series programs for operation on Honeywell Series 200 systems, the associated problems and limitations, and the performance of the converted programs. Detailed descriptions of the Bridge and Easytran conversion routines are presented in Sections 510:181 and 510:185, respectively.

The subreports on the five Series 200 processor models all have the same format. The Honeywell 1200 subreport, for example, begins with an Introduction (Section 513:011) summarizing the characteristics that distinguish the 1200 from the other Series 200 models. A System Configuration section (513:031) shows the components and prices of eight representative equipment configurations, each arranged in accordance with the Standard Configuration specifications in the Users' Guide. The next two report sections describe the Model 1200 core memory and central processor. Section 513:111 explains Model 1200's capabilities for simultaneous operations and shows how much processor time is taken up by each peripheral operation. The System Performance section (513:201) shows the total processing times required by Honeywell 1200 systems, in each of the representative configurations, to perform our standard benchmark measures of overall system performance in typical business and scientific applications.

Please file the enclosed pages promptly and carefully in your binders, according to the following instructions. Then we suggest routing this sheet to the others in your organization who should be kept informed of the important new information being added to AUERBACH Standard EDP Reports. After routing, please file this sheet in Binder 1.

<u>NEW MATERIAL</u>	<u>PAGES</u>	<u>FILING INSTRUCTIONS</u>
	<u>Binder 1</u>	
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	<u>Binder 6</u>	
Honeywell Series 200 (new report and six new divider tabs)	510:001.001- 516:201.200	<u>Remove</u> tabs 507: HONEYWELL 200 and 508: HONEYWELL 2200, and all pages from 507:001.001 through 508:221.101 (i.e., remove the entire old reports on the Honeywell 200 and 2200). <u>Insert</u> tab 510: HONEYWELL SERIES 200, and all new tabs and pages through page 516:201.200, immediately following page 505:221.102.

Featured in the May supplement will be a completely revised and updated analysis of the GE-400 Series, General Electric's entry in the small to medium scale computer market. The suitability of the GE-400 Series computers for many business, scientific, and real-time applications has been enhanced by recent announcements of increased hardware speeds, new peripheral devices, and new software. Our revised report will describe and evaluate all of these new developments. To facilitate direct comparisons with competitive computer lines, the revised report will have the same format as our reports on the IBM System/360, Honeywell Series 200, and RCA Spectra 70 lines. The May supplement will also contain a report on the new, small-scale GE-115 computer system.

Scheduled for publication during the new few months are new reports on the UNIVAC 1108, Control Data 6000 Series, and Burroughs B 5500, plus an updated version of our existing 220-page report on the IBM System/360.





*selected material
from
recent supplements*



Here's what subscribers to AUERBACH Standard EDP Reports received during the past twelve months: comprehensive new reports on 25 computer models from 7 major manufacturers, prompt Advance Reports on the newly-announced computer lines, updated versions of numerous previously-published reports, and a variety of other valuable EDP reference material — a total of more than 1800 pages added to the wealth of information previously contained in the service. The timeliness and analytical depth of this information are exemplified by our coverage of the Honeywell Series 200: an Advance Report in the February supplement (just a few weeks after Honeywell announced the new line) and a definitive 222-page analysis in the April supplement.

The attached pages are representative of the material our subscribers receive in the existing 8-volume encyclopedic set of AUERBACH Standard EDP Reports and in the regular supplements. Included are:

- The Summary Table of Contents, regularly updated, which lists all of the Computer System Reports and the supplementary reference material.
- An example of the "Blue Sheet" which heads each supplement and keeps the subscriber and his staff informed of the new material being added and the procedure for filing it.
- A page from a recent supplement to the 80-page Comparison Charts section.
- Selected pages from the 222-page Computer System Report on the Honeywell Series 200. These brief excerpts show how the uniquely useful AUERBACH Standard EDP Reports approach to the analysis of computer equipment, software, and performance can help to meet your information needs.

To put this vital information into the hands of your EDP analysts, please fill in and mail the subscription order form below, or write or phone the publisher for further information.

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